

WHAT IS CLAIMED IS:

- 005121 "423660
1. A digital contents advertisement display system using auction, comprising:
    - a contents outline disclosing part for disclosing an outline of contents
    - 5 distributed through a digital medium to an indefinite number of audience including sponsors;
    - an advertisement tenant bidding part for allowing a sponsor to bid for an advertisement tenant contained in the disclosed contents;
    - a sponsor determining part for knocking down the advertisement
    - 10 tenant to the sponsor that has bid a highest price;
    - a contents creating part for correcting the advertisement tenant contained in the contents in accordance with requests from the sponsor, and completing the contents; and
    - a contents distributing part for distributing the completed contents,
    - 15 wherein the contents have a function as an advertising medium.
  2. A digital contents advertisement display system using auction according to claim 1, comprising a function of receiving an input from an audience and allowing the audience to influence a scenario process of the contents.
  - 20 3. A digital contents advertisement display system using auction according to claim 1, wherein, in a case where an advertisement tenant is not determined in the sponsor determining part, the contents distributing part distributes the contents by using the advertisement tenant in the contents provided by
  - 25 default.
  4. A digital contents advertisement display system using auction according to claim 2, wherein, in a case where an advertisement tenant is not determined in the sponsor determining part, the contents distributing part distributes the
  - 30 contents by using the advertisement tenant in the contents provided by default.

5            wherein the character behaves so that an audience pays more  
attention to the advertisement tenant for which the bidding price is higher.

6. A digital contents advertisement display system using auction according to claim 2, further comprising a character control part for controlling behavior of a character displayed on a screen in accordance with a bidding price by the sponsor,

wherein the character behaves so that an audience pays more attention to the advertisement tenant for which the bidding price is higher.

15 7. A digital contents advertisement display system using auction according to claim 5, further comprising an access log recording part for recording an access log with respect to the character, and an attention degree calculating part for calculating a degree of attention to the advertisement tenant based on the access log recorded in the access log recording part,

20            wherein advertising effects can be measured based on the calculated  
degree of attention to the advertisement tenant.

8. A digital contents advertisement display system using auction according to claim 6, further comprising an access log recording part for recording an  
25 access log with respect to the character, and an attention degree calculating part for calculating a degree of attention to the advertisement tenant based on the access log recorded in the access log recording part,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

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9. A digital contents advertisement display system using auction according to  
claim 1, further comprising an advertisement tenant attention degree control

part for changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with the bidding price.

5 10. A digital contents advertisement display system using auction according to claim 2, further comprising an advertisement tenant attention degree control part for changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with the bidding price.

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11. A digital contents advertisement display system using auction according to claim 9, wherein, in the advertisement tenant attention degree control part, a degree of attention to the advertisement tenant is changed by using the character.

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12. A digital contents advertisement display system using auction according to claim 10, wherein, in the advertisement tenant attention degree control part, a degree of attention to the advertisement tenant is changed by using the character.

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13. A digital contents advertisement display system using auction according to claim 1, wherein, in a case where the contents are redistributed, advertisement sponsors of the advertisement tenant are auctioned again.

25 14. A digital contents advertisement display system using auction according to claim 2, wherein, in a case where the contents are redistributed, advertisement sponsors of the advertisement tenant are auctioned again.

15. A computer-readable recording medium storing a program to be executed  
30 by a computer, for realizing a digital contents advertisement display system using auction, the program comprising:

disclosing an outline of contents to be distributed through a digital

medium to an infinite number of audience including sponsors;

a sponsor bidding for an advertisement tenant contained in the disclosed contents;

- 5 knocking down the advertisement tenant to the sponsor that has bid a highest price;

correcting the advertisement tenant contained in the contents in accordance with requests from the sponsor, and completing the contents; and distributing the completed contents, wherein the contents have a function as an advertising medium.